

# THE BUSINESS OF BEING BORN

## GUIDELINES FOR HOSTING A SCREENING

### FOR U.S. SCREENINGS

Even though the film has now been release on DVD, it is against copyright laws to rent or buy a dvd and then screen the film publicly. To legally hold a screening, you need to obtain the non-theatrical screening rights from our distributor. Swank Motion Picture is the company handling these rights for U.S. screenings at conferences, conventions, festivals, libraries, hospitals etc.

Contact SWANK MOTION PICTURE (Swank.com) via phone at [800-876-5577](tel:800-876-5577) or via email at: [dcall@swank.com](mailto:dcall@swank.com). You will need to let them know the approximate size of the screening as this will determine the fee. They will provide a rental DVD for your screening and appropriate documentation of their approval.

School Screenings: For a screening at a school, as part of an entertainment or event program, please follow the instructions above for contacting Swank. However, if you are looking to screen the film within the classroom, as part of a class curriculum, you do NOT need to obtain permission and no fee is owed. For any clarification regarding school screenings, contact Jeff Crawford's office at Warner Brothers: 818-954-6000.

### FOR CANADIAN SCREENINGS

If your screening is to take place in Canada, the same rules apply as for the U.S. but instead of Swank, the contact is Warner Brothers Canada, phone # is 416 250 8384.

### FOR INTERNATIONAL SCREENINGS, OUTSIDE OF NORTH AMERICA

For outside of North America, please read the below information and then contact us about your screening at: [info@thebusinessofbeingborn.com](mailto:info@thebusinessofbeingborn.com).

### VENUES & FORMATS

The screening could take place in a home, local cinema, library, school or basically anywhere that you can project a film digitally or watch it on a TV screen. The formats we have available is PAL DVD (the format mostly used outside North America). We do not have a 35mm film print. If you have a small venue, it is possible to do multiple

screenings. The film is 85 minutes long. These DVDs are for screening purposes only and are not for sale. They must be returned immediately after the event.

### **SCREENING FEES**

The film can only be viewed for a screening fee, but you can set your own ticket prices or collect donations to cover your expenses or to raise funds for a non-profit. The screening rates are based on an audience of approx 100 people:

PAL DVD: \$300 US Dollars

To check if your country uses PAL: <http://en.wikipedia.org/wiki/PAL>

\*\*Please note these rates are based on venues with approx 100 seats or less. Screening fees will be adjusted for larger venues. Once you know the size of your venue, please let us know and we can give you a screening fee.

Screening fees can be paid by check or with credit card via [paypal.com](http://paypal.com). However, for PayPal there is an extra \$10 processing fee. Our PayPal account is: [barrancaprod@gmail.com](mailto:barrancaprod@gmail.com).

### **PUBLICITY**

The concept is that these advance screenings would be one-night-only events followed by Q&A or panel discussion after the screening if you choose. We'd like to give other cities the opportunity to screen the film as a community event to promote awareness of the issues around birth in US and raise funds for local non-profits. The grassroots screenings should be advertised to the public as a "Special Benefit Screening" or "Sneak Preview" or "Private Screening." Local press is more than welcome!

You can download publicity materials from our website's Press section to use to help promote your screening.

### **CONTACT**

In order to host a screening, just email us at: [info@thebusinessofbeingborn.com](mailto:info@thebusinessofbeingborn.com) and outline your proposed venue, city, date and format. We will get you a simple screening contract and then coordinate shipping your screening copy. We can also provide you with a poster image, press notes, still images and post your screening information on our website to help with your promotions.